



Organised by:  
**RIKKYO**  
 AMUSEMENT RESEARCH CENTRE



**RARC INTERNATIONAL CONFERENCE 2008**  
*"Knowledge Infrastructure Management for Tourism"*  
 3 - 4 November 2008.  
 Institute of Graduate Studies (IPS),  
 Universiti Sains Malaysia, Penang

**Tentative Schedule**

<b>DAY #1: 03 NOVEMBER 2008, MONDAY</b>	
<i>8.30 am - 9.30 am: Breakfast</i>	
8.30 am	Arrival and Registration of Participants
9.00 am	Arrival of VIP
9.30 am -	<i>Welcoming Speech by Conference Co- Chairman</i> <b>Professor Kazuo Murakami</b> Rikkyo Amusement Research Centre (RARC), Japan.
	<i>Welcoming Speech by Patron of RARC International Conference 2008</i> <b>Professor Ir. Dr. Mahyuddin Ramli</b> School of Housing, Building & Planning, Universiti Sains Malaysia, Penang, Malaysia.
	<i>OPENING SPEECH:</i> <i>"Tourism Research at USM: An APEX University Agenda"</i> <b>Professor Muhamad Jantan</b> Director, Division of Corporate & Sustainable Development, Universiti Sains Malaysia, Penang, Malaysia.
<b>SESSION 1: SUSTAINABLE GROWTH AND SENSE MAKING</b> <i>Chairperson: Professor Kuldeep Kumar</i>	
11.15 am	<i>INVITED PAPER 1:</i> <i>"THE MAKING OF MEMORABLE PLACE BRAND EXPERIENCE"</i> <b>Professor Dr. Frank Go</b> <i>Professor Of Event And Tourism Marketing, Rotterdam School Of Management, Erasmus University, The Netherlands.</i>
11.45 am	<u>Discussion paper 1:</u> <i>"Knowledge Elicitation System For Ecotourism Management: Tracking And Recognising Sustainably Responsible Ecotourism Destinations In Malaysia"</i> <b>Vikneswaran Nair</b> Centre for Research & Development Taylor's University College, Malaysia.

12.05 pm	<p><u>Discussion paper 2:</u>          "The Extent And Pattern of Local People Participation In Ecotourism In Taman Negara, Kuala Tahan"  <b>Azam Bahrami Barogh and Sulong Mohamad</b>          Department of Geography, University Kebangsaan Malaysia (UKM), Selangor, Malaysia.</p>
12.25 pm	<p><u>Discussion paper 3:</u>          "Developing Sustainable Volunteer Tourism Using Action Research Method: An Exploratory Study"  <b>Albert A. Aseh and Jennifer Kim Lian Chan</b>          Tourism Management, School of Business and Economics, Universiti Malaysia Sabah (UMS), Kota Kinabalu, Sabah, Malaysia.</p>
12.45 pm - 2.00pm: <i>Lunch Break</i>	
2.30 pm - 6.30 pm	<p><b>HALF DAY TOUR OF PENANG HERITAGE ENCLAVE</b>  <i>Organized by School of Housing, Building and Planning, Universiti Sains Malaysia, Penang, Malaysia.</i></p>
8.00 pm -	<p><b>Conference Dinner at Pen Mutiara Restaurant, Batu Maung, Penang.</b>  <i>Hosted by School of Housing, Building and Planning, Universiti Sains Malaysia, Penang, Malaysia.</i></p>
<b>DAY #2: 04 NOVEMBER 2008, TUESDAY</b>	
<b>SESSION 2: Knowledge &amp; Technological Infrastructure</b> <i>Chairperson: Dr. Harald Dolles</i>	
9.00 am	<p><b>INVITED PAPER 2:</b>  <b>"USING BUSINESS PROCESSES AND TECHNOLOGY TO CREATE A UNIFIED TRAVEL EXPERIENCE: THE BALANCE BETWEEN PROCESS COMPLIANCE AND JUGAARD"</b>  <b>Professor Kuldeep Kumar</b>  <i>Professor, Florida International University, Miami, USA.</i></p>
9.30 am	<p><b>INVITED PAPER 3:</b>  <b>"MEGA-EVENTS AND TRANSFERABILITY: QUESTIONS OF MARKETING AND SOCIAL RESPONSIBILITY"</b>  <b>Professor Sten Söderman</b>  <i>Professor of Management and International Business, Academic Director Research, Germany.</i></p>
9.50 am	<p><u>Discussion paper 4:</u>          "Online Tourism Information: A Content Analysis Of Southeast Asian Official Tourism Websites"  <b>Premalatha Karupiah and Jayaeswari Sangaralingam</b>          School of Social Sciences, Universiti Sains Malaysia (USM), Penang and School of Computer Science and Engineering, Kolej Disted-Stamford, Malaysia.</p>

10.10 am	<p><u>Discussion paper 5:</u>          "The Position Of Heritage Sites In Malaysia Post Declaration Of Penang-Malacca UNESCO World Heritage: Lessons To Be Learnt From Fellow Countries"  <b>Nuraisyah Chua Abdullah</b>          Faculty of Law, Universiti Teknologi MARA (UiTM), Shah Alam, Selangor, Malaysia.</p>
10.30-11.00am: <i>Coffee Break</i>	
<b>SESSION 3: Connecting Communities Through Tourism</b> <i>Chairperson: Professor Dr. Frank Go</i>	
11.00 am	<p><i>INVITED PAPER 4:</i>  <i>"CULTURAL CONSERVATION- THE CASE OF PENANG"</i>  <b>Ms. Khoo Salma Nasution</b>  <i>Penang Heritage Trust, Penang, Malaysia.</i></p>
11.30 am	<p><u>Discussion paper 6:</u>          "Is Tourism Devaluating Traditional Knowledge"  <b>Robert Francis Peters</b>          Institute for Tropical Biology and Conservation, Universiti Malaysia Sabah (UMS), Sabah, Malaysia.</p>
11.50 am	<p><u>Discussion paper 7:</u>          "Knowledge Management (Km) In Tourism Development: Application of A Value Chain (VC) Approach Using A KM Infrastructure"  <b>Dr. M. V. Shetty</b>          Specialist in Marketing, Faculty of Management, Multi Media University, Cyberjaya, Malaysia.</p>
12.10 pm	<p><u>Discussion paper 8:</u>          "The Affect of State Religiosity on Managing Tourism Development in Islamic Societies"  <b>Hamira Zamani-Farahani</b>          Faculty of Business &amp; Accountancy, University of Malaya (UM), Kuala Lumpur, Malaysia &amp; Astiaj Tourism (Tourism Consultancy and Research Center), Tehran-Iran.</p>
12.30 pm - 2.00pm: <i>Lunch Break</i>	
<b>SESSION 4: Knowledge Transfer &amp; Diversity</b> <i>Chairperson: Professor Sten Söderman</i>	
2.00 pm	<p><i>INVITED PAPER 5:</i>  <i>"MEGA-EVENTS AND TRANSFERABILITY: QUESTIONS OF SUSTAINABILITY AND ECOLOGY"</i>  <b>Dr. Harald Dolles</b>  <i>Academic Director Research, Germany.</i></p>

2.30 pm	<p><b>INVITED PAPER 6:</b>  <b>"THE RECOVERY OF TOURIST DESTINATIONS AFTER DISASTERS: THE CASE OF JAPAN"</b>  <b>Professor Hiroyuki Yasujima</b>  <b>Rikkyo University, Japan.</b></p>
2.50 pm	<p><u>Discussion Paper 9:</u>  "Rejuvenation Strategies: A Comparison of Winter Sport Destinations In Alpine Regions"  <b>Mike Peters, Mag. Sabine Müller and Esther Blanco</b>  Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria and Department of Applied Economics, University of the Balearic Islands, Balearic Islands.</p>
3.10 pm	<p><u>Discussion Paper 12:</u>  "Knowledge Transfer between Hotel and Supplier"  <b>Keiko Tao</b>  Graduate School of Tourism, Rikkyo University, Japan.</p>
3.30 pm-4.00pm: <i>Coffee Break</i>	
<b>SESSION 5: From Principles to Practices</b> <i>Chairperson: Dr. Mike Peters</i>	
4.00 pm	<p><b>INVITED PAPER 5:</b>  <b>"ROLE OF TOURISM OPERATORS IN PROMOTING SUSTAINABLE TOURISM"</b>  <b>Ms. Sumei Toh</b>  <b>Wild Asia Advisor, Wild Asia, Kuala Lumpur, Malaysia.</b></p>
4.30 pm	<p><u>Discussion paper 13:</u>  "Participation of Women Entrepreneurs in Ecotourism Industry: A proposed Model"  <b>Intan Osman, Zainal Ariffin Ahmad, Noor Hazlina Ahmad, Sabai Khin and Azrina Husin</b>  School of Management, Universiti Sains Malaysia (USM), Penang, Malaysia and School of Social Sciences, Universiti Sains Malaysia (USM), Penang, Malaysia.</p>
4.50 pm	<p><u>Discussion paper 14:</u>  "Small and Medium Budget Hotel in East Peninsular Malaysia Exploratory Study on the Hotel Operators, Premises and Their Critical Success Factors"  <b>Mastura Jaafar, Abdul Rashid Abdul-Aziz and Siti Zaleha Mohd Sukarno</b>  School of Housing, Building &amp; Planning, Universiti Sains Malaysia (USM), Penang, Malaysia.</p>
5.10 pm	<p><u>Discussion paper 15:</u>  "The Re-engineering of Tourism Infrastructure: Aftermath of the Tsunami Disaster"  <b>Mahyuddin Ramli</b>  School of Housing, Building &amp; Planning, Universiti Sains Malaysia (USM), Penang, Malaysia.</p>

5.30 pm	<i>CONCLUDING REMARK by Conference Chairman</i> Professor Frank Go Rotterdam School Of Management, Erasmus University, The Netherlands
5.45 pm	<i>CLOSING SPEECH by Dean of School of Housing, Building &amp; Planning</i> Professor Ir. Dr. Mahyuddin Ramli Universiti Sains Malaysia, Penang.

## POSTER PRESENTATION

\*the poster will be attached on the presentation board in the conference room.

NO.	AUTHOR(S) AND ORGANISATION	TITLE OF POSTER
1	<b>Sasan Ghasemi and Mehran Nejati</b> ALA Excellence Consulting Group Isfahan, Iran and School of Management, Universiti Sains Malaysia (USM), Malaysia.	RANKING TOURISM SERVICE QUALITY FACTORS USING A FUZZY APPROACH: STUDY OF THE IRANIAN SOCIETY
2	<b>Hamid Reza Jafari, Sedighe Babran and Athareh Nejadi</b> Environmental Planning and Management Department, Faculty of Environment, University of Tehran, Iran, Faculty of Communication, Azad University of Tehran, Iran and Faculty of Environment, University of Tehran, Iran.	GUIDELINES FOR DEVELOPING ECOTOURISM IN IRAN
3	<b>Danto Sukmajati</b> Department of Architecture, Mercu Buana University - Jakarta, Indonesia.	TOURISM VILLAGE: OPTIMIZING WATERFRONT POTENCY IN HOUSING IMPROVEMENT STUDY AT KAMPUNG LUAR BATANG
4	<b>Mehmood Khan Kakar and Waliullah</b> Applied Economics Research Centre, University of Karachi, Pakistan and Faculty Member, Department of Economics, University of Malakand, Pakistan.	THE IMPACT OF TERRORISM ON TOURISM DEMAND IN PAKISTAN
5	<b>Mir Mehrdad Mirsanjari</b> Director, Department of Natural Resources and Environmental Sciences, Malayer University MSRT, Iran.	ENVIRONMENTAL INFRASTRUCTURE MANAGEMENT FOR ECOTOURISM POTENTIAL